

Magazine: MOTOR TREND

Issue: 1/00/84

Total Pages: 110

PHILIP MORRIS	MIN	COMPETITIVE	SIZE/	REMARKS
ADS	SEP	ADS	COLOR	
		1 SALEM-L		
		* 415 pg:12		
MERIT-M	196			OPP: "COMPETITION
* 644 pg:3C				REPORT".

TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$57,646

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Magazine: MOTOR TREND

Issue: 2/00/84

Total Pages: 114

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		NEWPORT		
		* 409 pg:19		
			N/B	
		CAMEL L		
		* 441 pg:27		
PLAYERS 100+85M * 130 pg:46	110			OPP: "AUDI 4000S QUATTRO (ROAD TEST)".
MARLBORO+100 * 927 pg:57	10			OPP: "ROAD TEST: MAZDA RX-7G6L-SE".
		WINSTON L		
		* 194 pg:BC		

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$145,530

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Magazine: MOTOR TREND

Issue: 3/00/84

Total Pages: 126

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT UL/MUL # 149 pg:2C	18			TOPP: "TABLE OF CONTENTS" & "COVER".
MARLBORO+100 # 939 pg:9	17			TOPP: "LETTERS" & "MASTHEAD".
		CAMEL L # 444 pg:17		
		CENTURY100+100L # 101 pg:52		
		WINSTON # 455 pg:1C		

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$150,772

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Magazinet MOTOR TREND
Issue: 4/00/64

Total Pages: 134

PHILIP MORRIS	MIN	COMPETITIVE	SIZE/ COLOR	REMARKS
ADS	SEP	ADS		
		CAMEL L+CAMEL # 458 pg:17		
		LUCKY FL+100FL # 112 pg:25		COUPON IN AD: 50¢ OFF PACK.
			N/B	
		WINSTON # 454 pg:37		
		NEWPORT+100 # 413 pg:58		
			N/B	
PLAYERS 100+5EM	111			OFF: "PONTIAC 6000STE VS CHEV CELEBRITY EUROSPORT"
# 134 pg:70				
MARLBORO+100	163			
# 917 pg:8C				

TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = \$171,330

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Magazine: MOTOR TREND
Issue: 5/00/84

Total Pages: 146

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		CAMEL L # 499 pg:2C-FG1	1SP	
		NEWPORT # 417 pg:17		
			N/B	
MERIT M # 648 pg:37	12			TOPP: "PORSCHE 911 CARRERA".
		WINSTON L # 195 pg:58		
MARLBORO 100 # 244 pg:3C	106			TOPP: "COMPETITION REPORT".

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$171,248

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Magazine: MOTOR TREND
Issue: 7/00/84

Total Pages: 138

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		CAMEL L * 511 pg:2C-FG.1	1SP	
MERIT+M * 661 Pg:22-23	194		SP	
		WINSTON L * 197 pg:43		
		NEWPORT+100 * 425 pg:56-57	1SP	
MARLBORO+100 * 943 pg:BC	180		N/B	

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$230,752

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Magazine: MOTOR TREND
Issue: 8/00/84

Total Pages: 122

PHILIP MORRIS	MIN	COMPETITIVE	SIZE/ COLOR	REMARKS
ADS	SEF	ADS		
MARLBORO L	12		1SF	
* 963 pg:20-FG1				
		WINSTON L		
		* 125 pg:11		
PLAYERS 100+85M	126		1OPP: "USA '85".	
* 140 pg:39				
		CAMEL L		
		* 513 pg:10C		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$150,772

2040692661

-Magazine-MOTOR TREND

Issue# 9/00/84

Total Pages# 142

PHILIP-MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		LUCKY L+100 # 101 Pg:2C		
			N/B	
		CAMEL # 290 Pg:111		
MARLBORO+100 # 980 Pg:19	17			OPP: "TRENDS",
MERIT+M # 665 Pg:154	18			OPP: "I ONLY DROVE CHECKERS".
		KOOL+MILD'S # 545 Pg:63		
		NEWPORT+100 # 424 Pg:3C		
			N/B	

TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = \$168,345

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Magazine: MOTOR TREND

Issue: 10/00/84

Total Pages: 134

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		LUCKY L+100L * 102 pg:2-3	1SF N/B	
		WINSTON * 459 pg:12		
		CAMEL L * 521 pg:25		
MARL+100+L * 962 pg:45	121			TOPP: "1985 DRIVING IMPRESSION".
PLAYERS 100+85M * 141 pg:BC	190			

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$171,330

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MagazInet-MOTOR TREND

Issue# 11/00/94

Total Pages# 138

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT # 670 pg#2-3	22		1 SP	
		LUCKY L+100L # 103 pg#26-27	1 1/2 SP	
			N/B	
MARLBORO+L # 971 pg#135	7			OPP# "ROAD TEST".
		CAMEL L # 512 pg#49		
		WINSTON # 465 pg#BC		

TOTAL CIGARETTE ADS = 5 - TOTAL ADVERTISING = \$181,650

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Magazine: MOTOR TREND

Issue: 12/00/84

Total Pages: 134

PHILIP MORRIS	MIN	COMPETITIVE	SIZE/ COLOR	REMARKS
ADS	SEP	ADS		
		KOOL+MILDS	1 SP	
		* 550 pg:6-7		
		WINSTON L		
		* 199 pg:17		
MARLBORO L	5		13PG U	OPP: "TRENDS",
* 370 pg:23-25				
		CAMEL	1 SP	
		* 294 pg:50-51		
MERIT	183			
* 672 pg:BC				

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$261,630

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